Working with Magento

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1. Introduction

Magento is an E-Commerce-application, which means it is an internet platform where products of all kinds can be offered via internet. In other words, it is an internet store also known as online shop.

At the point of installation this shop is still empty; there are no goods available. It will be virtually filled with products by the seller. All products will be entered into the system including the details relevant for the potential buyer. The buyer browses through the shop via their internet access, selecting the products they would like to order. After that, all the required information necessary for a proper purchase will be entered into the system.

E-Commerce by using the internet is a means of selling products and services of any kind that has massively grown in the last years and is very likely to gain even more significance in the future. Therefore, the subsequently described internet platform Magento had been published for the first time in 2008. Since then, it has been widely spread in the world of internet shopping, belonging to the market leaders in that business. Its main characteristics are diversity and flexibility: almost any product and any kind of service can be presented in the internet according to the buyer's or seller's individual wishes. The seller will always be able to get the relevant information and statistics concerning their shop.

Magento users can design the presentation of their shop and its visualization in the internet absolutely freely. Thus, different product groups can be offered: simple things or specified products which can only be differentiated by colour or size (textiles), or virtual products like special offers of travel agencies. The program system Magento can be used free of charge. However, there are costs for installation and maintenance of the internet server. Potential modifying works for the demands of individual users (such as the optimal design for a specific online shop) generate costs, too.

A 350 pages manual of Magento can be bought in English or German edition by the company or in the internet. Still, it is not as detailed as would be necessary to provide all the information about Magento. www.techdivision.com offers a comprehensive introduction into Magento that is 34 pages long and free of charge.
As for the English terms, you may get help with the internet translation software „Yahoo Babel Fish", which is started in the browser with „de.babelfish.yahoo.com".

2. Login to the program system Magento

1. Login to administration (seller's sector)

This sector will always be started, if I want to act as seller in Magento. For example, this will occur if I want to include new products or change something about existing products in my shop.
The procedure is as follows:
- Enter the following webpage in your browser and start it:
  „shop.eu-bazaar.biz/adminb"

- The window: „Log in to Admin Panel" will appear.
  Here, enter your details in the two marked boxes:

  Username   : (enter your username here)
  Password   : (enter your password here)

  Then, click the „Login" box underneath

With that, your login to the administration sector of Magento as shop owner (seller) or admin trainer has been successful, and your operational work can begin.

When you wish to end your session, click the „Logout" box on the top right.

2. Login to the front page of Magento (buyer's sector)

This sector will always be started, if I act as buyer.
The procedure is as follows:

- Enter the following webpage in your browser and start it:
  „www.eu-bazaar.biz"

- Select the option: „Virtual Bazaar" on the left in the navigation bar.

- Look for "select store" down right (maybe scroll a bit with the mouse wheel) and click the v-angle. Then select „Shop-de" or another shop.

- Go to the box „Search entire store here" on the top and enter the desired product name. Then click „Go" and the respective product will be shown.
  You can also select the desired category above the box "Search entire store here". In that case, all the products of this category will be shown.

The concrete procedure of a potential purchase will be explained later in another chapter.

Magento Admin Panel - View of the status of a shop owner)							
Dashboard	Sales	Catalog	Customers	Promotions	CMS	Reports	System
	Orders	Manage Products	Manage Customers	Catalog Price Rules	Pages	Sales	My account
	Invoices	Manage Categories	Customer groups	Shopping Cart Price Rules	Static blocks	Shopping Cart	Design
	Shipments	Attributes	Online Customers			Products	Manage Currency Rates
	Terms and conditions	Search Terms				Customers	
	Tax	Reviews and Ratings				Reviews	
		Tags				Tags	
		Google sitemap				Search Terms	

3. Installation of a Shop Administrator

The shop administrator has a lower administration status than the admin trainer or the main administrator. The installation of a shop administrator requires a login as admin trainer or main administrator in the Magento seller's sector. After that, the procedure is as follows:

1. Switch ("Interface Locale") to German mode on the bottom left or another language (

2. Click the following box in the menu bar of Magento admin:
   „System/ Permissions/ Users"

3. The list with all the existing admin users will appear. Click the following box on the top right:
   „Add New User"

4. Fill in the shown list:
   Username (will be your login name, and is therefore important)
   First name
   Last name
   Email
   Password (will be important later on when logging in with the username)
   Password confirmation (enter your selected password again)

5. Click the following box on the left:
   „User Role"
   and select the middle box:
   „Shop Owner (participants)"

6. After the given list has been filled in completely, click the following box on the top right:
   „Save User"

7. If you now click on the box
   „System/ Permissions/ Users",
   the complete list of all admin users will be shown, including the newly installed username.

4. Installation of a new category

These operations can be executed when you are logged in as a shop owner (shop owner admin). A category is a product group within a shop, like "shop-de" for instance (the first, so called root directory in the Magento category directory). On the next level, there is already a category, for example "Einrichtungen", which is a product group that a certain course participant wants to offer in Magento as seller. The product group of a course participant (which is called category in Magento) is installed as follows:

1. Switch ("Interface Locale") to German mode on the bottom left or another language

2. Click the following box:
   „Catalog/ Manage Categories"

3. Click the parent menu item within the menu tree on the left, under which a new category shall be installed. For example, click „shop-de" to install a new category in this menu.

4. Install a new category underneath this shopping directory, which shall include my products later on, for example "Einrichtungen". For that, click the following box on the top left:
   „Add Subcategory"

5. Fill in the following list (lines marked with * are mandatory details):
   Name   : (my new category)
   Is active   : yes
   URL key   : (for example the category name written again in small letters)
   Description : (here a short description of the category might be entered)
   Image   : (no entry required)
   Page title   : (either enter nothing or a characteristic term for the category)
   Meta key word: (no entry required)
   Meta description: (no entry required)

6. Click the following box on the top right:
   „Save Category"

If everything has been entered correctly, the new submenu will be shown in the tree menu on the left. This my own sector in which I can enter my products (for example, under the shop „shop-de" the category „Einrichtungen" can be seen indented to the right).

5. Adding a New Product

In the following chapter the process of adding a new product to the Magento online shop will be described. These options can be performed when logged in as shop owner (shop owner admin).
The procedure is as follows:

1. Switch ("Interface Locale") to German mode on the bottom left or another language

2. Click the following box:
    „Catalog/ Manage Products"
    A list will appear showing all the existing products in Magento.

3. Click the following box on the top right:
    „Add Product"

4. A screen mask will appear displaying the product settings. As for a simple individual product, the following settings apply:
    Attribute set : Default
    Product type : Simple product
    If it is not a simple product, e.g. a piece of clothes that is offered in different sizes and colours, it must be entered as „Configurable Product ", while offered journeys must be entered as „Virtual Product". For more details, see the description of Magento.
    Continue by clicking the box „Continue".

5. The entry mask for the new product will appear, separated into two columns. On the left are the product information, all in all 12 terms. For each term a special entry menu is shown on the right. Now you can begin to select the individual menus and enter some values. Rows having the symbol "*" are mandatory lines.

6. Click the term „General" on the left.
    On the right, the respective menu will appear as follows. You can now carry out the desired entries:
    Name   : (enter the product name, e.g. „lamp")
    Description   : (is the product description, i.e. „second-hand table lamp")
    Short Description   : (short description, e.g. „table lamp")
    SKU   : (is the article number, e.g. „lamp-ger" or a number)
    Weight   : (weight, e.g. „500" means gram)
    Set Product as new from Date: (no entry required)
    Set Product as new to Date   : (no entry required)
    Status   : (has to be marked as „active", i.e. the product is visible)
    URL key   : (e.g. enter „lamp" as name)
    Visibility   : (indicates the visibility. It must be clicked: „Catalog, Search",i.e. the product is visible in the shop and can be found via the search box)
    required options   : (enter „0", i.e. the number zero)
    has options   : (enter "0", e.g. the number zero)
    Image Label   : (no entry required)
    Small Image Label : (no entry required)

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Thumbnail Label    : (no entry required)
created at          : (no entry required)
updated at          : (indicate the date of listing, i.e. „03/03/2011")
Allow Gift Massage : (enter: „Use config")
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7. Click the second term „Price" on the left
   The price menu will appear on the right, and should be filled in as follows:
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Price                    : (enter the selling price)
Special Price            : (no entry required)
Special Price from Date: (no entry required)
Special Price to Date    : (no entry required)
Cost                     : (no entry required)
Tier Price               : (no entry required)
Tax Class                : (select: „Taxable Goods")
Google checkout          : (select: „Yes")
Price View               : (select: „Price Range")
```
   That concludes the price menu settings.

8. For the third term „Meta Information" on the left, no entries are required.

9. Click the fourth term „Images" on the left: Here, images can be added to the products, which will be explained in a later chapter. Therefore, we skip this term for now.

10. For the fifth term „Design" on the left, no entries are required.

11. Click the sixth term „Inventory" on the left.
    In the respective menu on the right must be green checkmarks. The respective text reads by default: „Use Config Settings". It will not be changed. The upper box with the name „Manage Stock" is marked with „Yes", because I want to carry out an inventory management. In the now appearing inventory menu the box „Qty" is filled with a number of items, e.g.:
    Amount   : 1 (i.e. I have one item for sale)
    In the box „Stock Availability" the option „In Stock" is selected.

12. Click the seventh term „Websites" on the left.
    Set a green checkmark in the boxes before „Corporate" and „eu-region" in the arising menu on the right.

13. Click the eighth term „Categories" on the left.
    Set a green checkmark in the box before for example „shop-de" in the respective menu on the right. In addition, search for your individual category under "shop-de", which is indented laterally (this is my product group, which I have listed myself). Click the box in front of my category. Another green checkmark is generated by that. If the green checkmarks are not or wrongly set, the customer will not see the product on the Bazaar buyer's site.

14. For the ninth term „Related Products" on the left no entries are required.

15. For the tenth term „Up-sells" on the left no entries are required.

16. For the eleventh term „Cross-sells" on the left no entries are required.

17. For the twelfth term „Product Reviews" on the left no entries are required.

18. Now, the product setting is concluded. The data will be saved by clicking the following box on the top right:
„Save"
Yet, also during the setup process the box on the top right „Save And Continue Edit" might be clicked to save the momentary processing status.

6. Insertion of Images

These options can be performed when logged in as shop owner (shop owner admin). Using this description, you can add a picture to a product listed in Magento, making it easier to explain the product for the customer.
The image has to be in digital form, i.e. it has to be taken by a digital camera, or must be scanned. Unknown pictures should never be used, as copyrights for these pictures might possibly be violated in the process.
Since Magento only offers limited space for the products including the pictures, the file sizes of the images have to be reduced. This might be done with an image processing program.

The image size should be about 300x150 pixels. The image file has to have one of the following file types: JPG, GIF or PNG. The file types TIFF and BMP are not permitted.

The image will be added as follows:

1. Switch ("Interface Locale") to German mode on the bottom left or another languarge.

2. Click the following box in the main menu:
   „Catalog/ Manage Products"

3. All the listed products so far are shown. Click into the line of the product for which an image shall be added:
   „Edit"

4. Chose the fourth point „Images" on the left.

5. Click the following box in the respective menu on the right:
   „Browse Files"

6. A window will open:
   In this window the folder with the image file will be searched. Mark the image file (click once), and click the box „open" on the bottom right in the window.

7. The selected image file is shown in the Magento menu on the right. In case it is the wrong file, it can be removed again by clicking "Remove" on the right.

8. If everything is correct so far, click the following box on the right:
   „Upload Files"
   The image file will be included into Magento. If you scroll over the big box with the name: „Roll Over for preview", the image will become visible.

9. On the right side two rows are visible, separated by several columns. In the first column on the left is the header „Image". In the rows underneath follow:
   1st row: „No image"
   2nd row: the uploaded image is shown

10. In the columns „Base Image", „Small Image" and „Thumbnail" the markings of the first row (circle with a green point) have to be shifted to the second row, i.e. the relevant three circles must be clicked in the second row. Now, the green point are in the second row (the one with the image).

11. In the second column „Label" the product name is entered in the second row.

12. The square little boxes in the columns „Exclude" and „Remove" are ignored, i.e. they will not be clicked.

Now, the image is added to the product. If the Bazaar buyer's site will be opened and the product selected, the image will be shown.

7. Buying with Magento

This text will describe how a potential customer can realize their purchases on the Magento webpage of Bazaar. The second chapter has already provided the details about how the buyer's page will be accessed and how a product can be found.

As for the purchase procedure, there is a differentiation made between guest accounts and logged in customers. The logged in customer has to register once with their personal details in the system. These details will be used for later purchases, giving them more convenience. A customer having a guest account has to enter all the personal details every time they wish to make a purchase.

The purchase on the webpage follows the common criteria. The selected products are put into a virtual shopping cart. At the end, the box "Checkout" is clicked and, maybe, shipping costs are added. After that, customers with a guest account are asked for their personal details like name, address, phone number, email address, form of payment, mode of shipment. The registered customer will not need to give these details, as they were already entered into the system during the registration process. The registered customer must log in to the system prior to the purchase by entering their email address and the chosen password. After finishing the purchase they have to log out again.

The completed transaction will always be confirmed via email to the customer. Here, all the details are once again sent to the customer.

Please note that registering as seller in the Magento system will not include a registration as buyer at the same time. Any part of the Magento webpage requires a separate registration by a user, since usually they would be two different persons. On the administrator page (also called "back end") it is the seller, on the Magento homepage (also called „front end") it is the buyer.